GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:290
ANSWERED ON:02.12.2004
PROFIT EARNED FROM SERIALS BY DOORDARSHAN
Hegde Shri Anant Kumar

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the income earned by Doordarshan from telecast of the various serials and advertisements during 2002 and 2003, separately, year-wise; and

(b) the serials from which Doordarshan earned maximum profit during 2003-2004?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a): Prasar Bharati have informed that the commercial revenue earned by Doordarshan from the telecast of various serials and advertisements are as follows:

2002	-	Rs. 453.63 crores
2003	-	Rs. 477.94 crores

(b): Prasar Bharati have informed that the maximum revenue was earned from the telecast of the serial `Aap Beeti`.